

NOTES - Pilot Program for Manufacturing Facilities on Brownfields

October 31, 2018 | 10:00a.m. – noon

Wisconsin Department of Natural Resources

101 S. Webster Street | Madison | Room G09

Conference Call Option: Skype or 1-866-715-6499 | Access Code: 6989557456

I. Welcome and Agenda Review (All) – 5 minutes

Discussed Objectives

- 2 – Matching real-life to ideal scenarios. How do we meet with the right people?
- 3 – Feedback on outreach. Who can test the outreach materials?
- 4,5,6 – Where to go next?
- 7 – How does the pilot fit with the development community, WEDC involvement?
- 8 – Decision on name for the pilot
- 9 – Volunteers for a Communication Strategy Team
- 10 – Volunteers for a Performance Measures Team

II. Discussion of Talking Points and Pilot Project Considerations (Art Harrington & Mark Thimke) – 15 minutes

- Attachment 1 – Municipality Talking Points – Art Harrington
 - o Reviewed talking points
- Attachment 2 – Developer Talking Points – Mark Thimke
 - o Reviewed talking points
 - Discussed Tier 2 flexibility of Green Tier
 - Discussed ability to offer benefits from other agencies (i.e., Shovel Ready)
 - Discussed the question of whether Green Tier has the legal authority to recognize participants who go above & beyond with other agencies e.g., can renewable energy projects under the Public Service Commission be recognized? If not, should legal authority be created to recognize these benefits?
 - Discussed ERTID and audit costs
 - o **Objective 2**
 - Additional common elements include:
 - Sustainable municipality (possible Legacy Community)
 - Engaged State agency to drive program & local partnership
 - Municipal employee with capacity committed to pilot
 - Ideally someone with air emission issues
 - Discussed options for currently operating sites
 - Discussed Attainment/Non-Attainment flexibilities for the ROP-G
 - Discussed WEDC marketing Act 70 upon receipt of plant closure notices
 - Goal is to limit the amount of time a parcel sits underutilized

III. Review and Finalize Outreach Materials & Checklists (Weston Wegener) – 30 minutes

- o Reviewed Outreach
 - Discussed where is the best point of entry
 - Discussed WEDC as possible best point of entry

- Discussed WEDC's potential to market the pilot
 - Clarified ERTIF as possible source of funding – not just TIF
 - Discussed whether it is best to stay broad to encourage the initial meeting
- Attachment 3 - Manufacturer Outreach Materials
 - Discussed Trade organizations as possible ways to market pilot
 - Manufacturers decision making process may be different from Municipalities or Developers
 - WEDC & DNR should be at the table during initial meetings
 - Manufacturers may care more about:
 - Timeliness of permitting – no construction permitting, no Title V process so can commit capital dollars quickly – emphasize timeliness of process
 - Permit issue flexibilities
 - Site specific flexibility
 - Capital investments
 - Later in the meeting, it was asked whether VPLE program completion could qualify as superior environmental performance under green tier
 - **To Do:** Reword the line regarding 10-year air permit guarantee
 - **To Do:** Tailor manufacturer outreach to include more specific benefits
- Attachment 4 - Municipality Outreach Materials
 - Reviewed Municipality outreach
- Attachment 5 - Developer Outreach Materials
 - Reviewed Developer outreach
 - Discussed options to have an Act 70 pilot logo/emblem/certificate as a form of recognition, like a Green Tier Plus
 - Discussed ability to market Green Tier aspects as a developer
 - “Going Brown to Green”
- Attachment 6 - Pre-application Screening Questions for Potential Applicants
 - Reviewed internal screening tool
 - **To Do:** Add questions regarding WEDC eligibility criteria & benefits
 - Are you applying for financial assistance?
 - Are you already working with a municipality?
 - Discussed WEDC as the initial point of contact, how can we integrate this checklist for their use? Will DNR always be the first point of contact? Will DNR always be at the table during initial meetings?
 - **To Do:** Involve the League of Municipalities for co-branding & promotion to municipalities and to potentially invite them to the next meeting to understand what would be helpful for municipalities
 - **Objective 3:**
 - Discussed the League of Municipalities as a good candidate to test municipal outreach
 - Discussed Working with WEDC on tailoring checklist & talking points for the WEDC point of entry
 - Discussed targeting municipal economic development professionals with outreach

- IV. Report on Updates to the Flowchart (Kristin Hart and Michael Prager) – 15 minutes
 - Attachment 7 – Flowchart
 - Reviewed updated flowchart
- V. Report on the ROP Update (Kristin Hart) – 15 minutes
 - ROPG Application
 - Reviewed ROPG application
 - Discussed progress and timeline for ROPG
 - **Objective 4,5,6**
 - Discussed need to develop marketing strategy
 - Discussed need to update and test the documents
- VI. Report on the Green Tier Charter Template Progress & Direction (Laurel Sukup) – 10 minutes
 - Discussed the progress of the charter
 - Currently scheduling meetings to discuss with experts
 - Charter may be the vehicle to provide recognition & “bestow benefits”
 - Discussed local/municipal interests being included in charter
 - Discussed timeline for charter draft
 - Aiming for early 2019
 - Discussed definition of Superior Environmental Performance
 - Does VPLE constitute SEP?
 - EMS is considered SEP
 - Must show continual improvement
 - Discussed ability for participants to negotiate flexibility beyond the Air permit incentive
 - **To Do:** Ask Legal whether VPLE program completion could qualify as superior environmental performance under green tier
- VII. WEDC Introduction & Involvement – Jason Scott (Laurel Sukup) – 15 minutes
 - Jason Scott intro & presentation on WEDC programs
 - Require job creation & capital investment for tax credit incentive
 - Municipalities can advertise as a part of RFP
 - Shovel Ready
 - 20+ acres for “advanced manufacturing”
 - Env contamination can prevent site from being listed
 - Typically work with communities to resolve before listing
 - Regional & State designations “gold shovel” sites
 - Idle Site program
 - Up to 30% of costs for rehab, cleanup, etc
 - Does not apply to new construction
 - **Objective 7**
 - How do WEDC programs line up with ACT 70?
 - Is WEDC an ideal point of entry into the pilot?

- VIII. Initial Pilot Name Discussion (Michael Prager) – 10 minutes
- Discussed potential names for the pilot
 - **Objective 8:**
 - **To Do:** All – Provide top 3 Pilot names from the slides. Most popular will be selected for pilot
 - **Objective 9:**
 - **To Do:** All – 3-4 volunteers for Communication Strategy Team
 - **Objective 10:**
 - **To Do:** All – 3-4 volunteers for Performance Measures Team
- IX. Next Steps & Review of Assignments (Weston Wegener) – 5 minutes
- Volunteers or connections to provide feedback and run test draft outreach materials
 - Call for 3-4 volunteers to serve on communication strategy team
 - Call for 3-4 volunteers to serve on performance measures team
 - Next meeting January 18 | 10:00a.m. – noon
 - Scheduling of future meetings beyond January
 - Discussed next steps & Action Items
 - Weston to collect notes & assemble list of action items
 - Send suggested edits on outreach materials to Weston for incorporation
 - Test draft outreach materials
 - Decide on pilot name
 - Assemble communication & performance measures teams
 - Scheduling meetings beyond January 18th